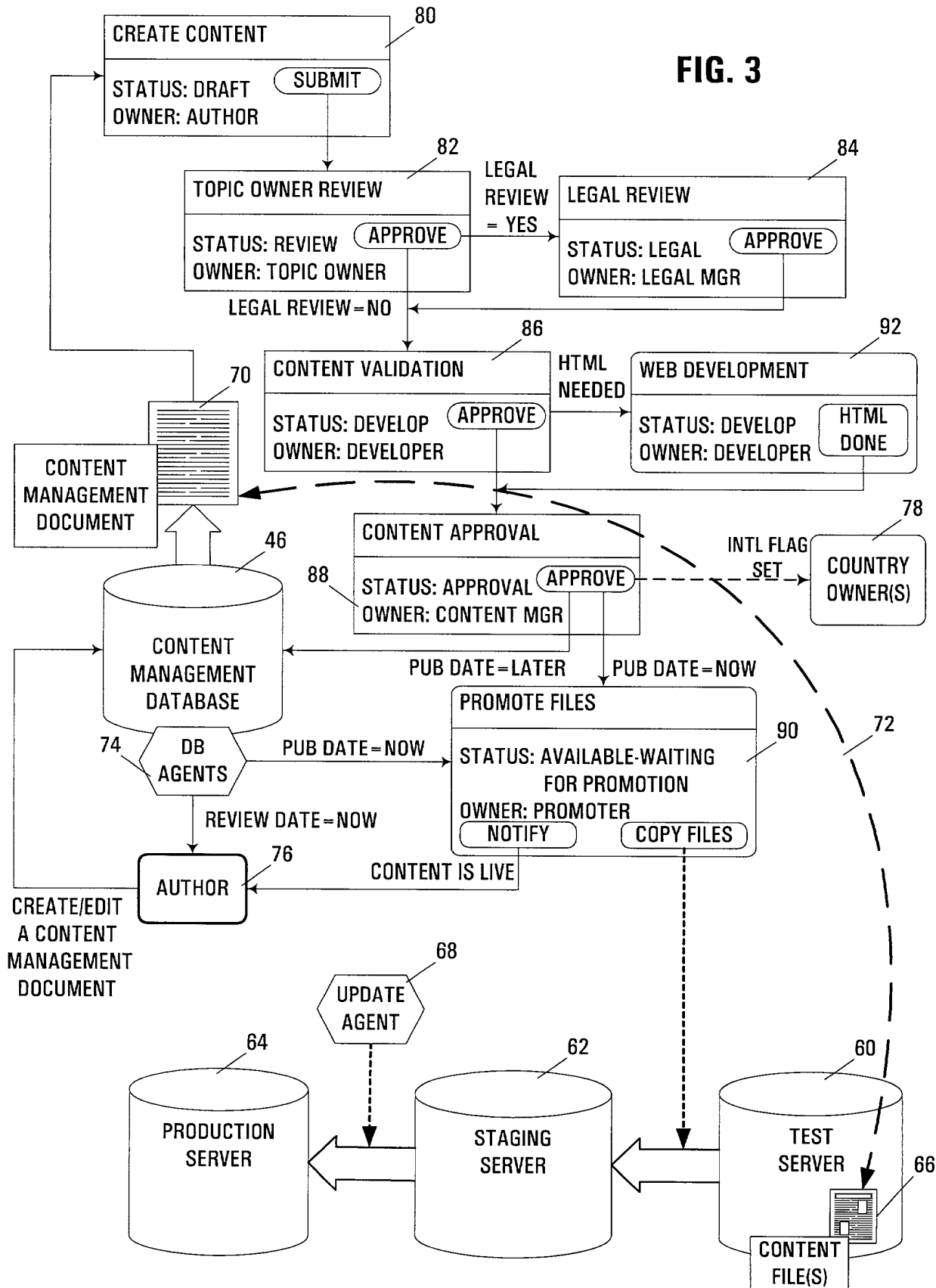


**FIG. 3**



102

CONTENT MANAGEMENT DOCUMENT

|                      |                 |                       |               |
|----------------------|-----------------|-----------------------|---------------|
| DOCUMENT NUMBER:     | 21590257        | 104                   | 108           |
| CONTENT AUTHOR:      | JOHN DOE/IBM    | NEW AUTHOR: 114       | NEW AUTHOR    |
| CREATED ON: 106      | 2001/1/1 12:02A | CONTENT CATEGORY:     | MARKETING     |
| STATUS: 110<br>112   | REVIEW          | TOPIC OWNER: 116      | JIM SMITH/IBM |
| DATE OF LAST STATUS: | 2001/1/2        | NEXT ACTION REQ'D BY: | JIM SMITH/IBM |
| NATIONAL LANG. VERS. | RELATED DOCS    | 118                   |               |

INSTRUCTIONS

120

IS THIS A SPECIAL PROCESSING ITEM? ☐ YES ☒ NO

124

122

HELP

STEP 1 - SELECT A TOPIC AREA

|                    |                       |
|--------------------|-----------------------|
| TOPIC: 126         | WHITE PAPERS          |
| INDUSTRY: 128      | NOT INDUSTRY SPECIFIC |
| COUNTRY PAGES: 130 | WORLD WIDE PAGE       |

125

122

HELP

STEP 1A - NOTIFY OTHER TOPIC OWNERS

|                    |   |
|--------------------|---|
| OTHER TOPICS: 134  | OTHER TOPICS  |
| SHOPPING SITE: 136 | <input type="radio"/> YES <input checked="" type="radio"/> NO |
| SYSTEM SALES: 138  | <input type="radio"/> YES <input checked="" type="radio"/> NO |
| PARTNER INFO: 140  | <input type="radio"/> YES <input checked="" type="radio"/> NO |

132

122

HELP

STEP 2 - DESCRIBE YOUR WEB PAGE

|                            |  |
|----------------------------|--|
| TITLE: 144                 | SERVER WHITE PAPERS  |
| SHORT SUMMARY: 146         | READ WHAT EXPERTS HAVE TO SAY ABOUT KEY TOPICS -- AND CHECK OUT... |
| KEYWORDS: 148              | WHITE PAPERS, SERVER   |
| INTERNATIONAL CONTENT: 150 | <input type="radio"/> YES <input checked="" type="radio"/> NO      |

142

FIG. 4A

122

HELP

STEP 3 - DEFINE WHEN YOUR PAGE(S) ARE PUBLISHED, REVIEWED, AND REMOVED

|                           |   |
|---------------------------|---|
| WEB PUBLICATION DATE: 162 | <input type="radio"/> WHEN APPROVED <input checked="" type="radio"/> SPECIFY DATE |
| PUBLICATION DATE: 164     | 2001/2/1  |
| REVIEW DATE: 166          | 2001/7/1  |
| EXPIRATION DATE: 168      | 2001/8/1  |

160

122

HELP

STEP 4 - DETERMINE IF LEGAL SHOULD REVIEW YOUR PAGE(S)

|   |   |
|---|---|
| HAS CONTENT BEEN APPROVED BY LEGAL? 172   | <input type="radio"/> YES <input checked="" type="radio"/> NO |
| NAME OF LEGAL APPROVER 174  | MIKE JONES/IBM  |
| COMPARATIVE OR NEGATIVE REFERENCES TO COMPETITORS OR RELATIVE STRENGTHS/WEAKNESSES OF NON-IBM PRODUCTS? 176     | <input type="radio"/> YES <input checked="" type="radio"/> NO |
| UNANNOUNCED PRODUCTS, STATEMENT OF DIRECTION, OR CONFIDENTIAL OR SIMILAR INFORMATION OF IBM OR THIRD PARTY? 178 | <input type="radio"/> YES <input checked="" type="radio"/> NO |
| PERFORMANCE CLAIM FOR AN IBM PRODUCT? 180   | <input type="radio"/> YES <input checked="" type="radio"/> NO |
| UNANNOUNCED IBM PRODUCTS, PRICES OR TERMS? 182  | <input type="radio"/> YES <input checked="" type="radio"/> NO |
| MARKET SHARE OR RELATIVE STRENGTHS AND WEAKNESSES OF IBM OR ANOTHER COMPANY? 184                                | <input type="radio"/> YES <input checked="" type="radio"/> NO |

170

122

HELP

STEP 5 - LIST THE FILES BEING ADDED, CHANGED OR DELETED

|                      |   |
|----------------------|---|
| FILES ADDED/CHANGED: | /WHPAPR/INDEX.HTM, /WHPAPR/RSWPM13002401F.HTM, /WHPAPR/PDF/RSWPM13002401F.PDF |
|----------------------|---|

192

190

122

HELP

STEP 6 - ENTER YOUR CONTENT

ADD THE FOLLOWING WHITE PAPER:

TITLE: IBM SERVER ADVANTAGE: ON THE CUTTING EDGE OF NEXT GEN E-BUSINESS

CONTENT OWNER: JOHN DOE/IBM

SOURCE FILES: RSWPM13002401F.HTM, RSWPM13002401F.PDF

196

194

122

HELP

ADD COMMENTS

STEP 7 - ENTER COMMENTS OR SPECIAL INSTRUCTIONS

INITIALS-DATE-COMMENTS 202

JIM SMITH/IBM - 2001/1/2 - BROKEN LINK FOUND AT LINE 7, ADD LINK TO SHOPPING SITE, PLEASE FIX AND RESUBMIT

200

198

FIG. 4B

122

HELP

STEP 8 - LIST YOUR CONTACT INFORMATION

212

|                             |              |
|-----------------------------|--------------|
| YOUR EXTERNAL PHONE NUMBER: | 507-555-0021 |
| YOUR INTERNAL PHONE NUMBER: | 555-0021     |
| YOUR FAX NUMBER:            | 507-555-1234 |

210

214

216

STEP 9 - SUBMIT YOUR CONTENT

220

222

224

ROLE-SPECIFIC CONTROLS (FIGS. 5-10)

GENERATE META DATA

< HTML >

< HEAD >

< TITLE > SERVER WHITE PAPERS < /TITLE >

< META HTTP-EQUIV = "TITLE" CONTENT = "SERVER WHITE PAPERS" >

< META NAME = "DESCRIPTION" CONTENT = "READ WHAT EXPERTS HAVE..."

...

DEVELOPMENT: ENTER THE URL FOR THE CONTENT ON SERVER:

226

URL:

HTTP://EXAMPLE.IBM.COM:8080/WHPAPR/INDEX.HTM

DEVELOPMENT: LIST ALL FILES FOR THIS CONTENT ITEM:

228

PATH/FILE NAMES:

/WHPAPR/INDEX.HTM, /WHPAPR/RSWPM13002401F.HTM, /WHPAPR/PDF/RSWPM13002401F.PDF, /WHPAPR/OWN.HTM, /WHPAPR/V4R1.HTM,...

ACTIVITY LOG:

230

|                          |              |                 |
|--------------------------|--------------|-----------------|
| TOPIC OWNER APPROVAL BY: |              |                 |
| LEGAL APPROVAL BY:       |              |                 |
| DEVELOPER APPROVAL BY:   |              |                 |
| FINAL APPROVAL BY:       |              |                 |
| SUBMITTED BY:            | JOHN DOE/IBM | 2001/1/1 12:02A |

236

238

240

242

232

FIG. 4C

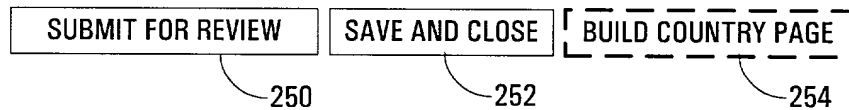


FIG. 5

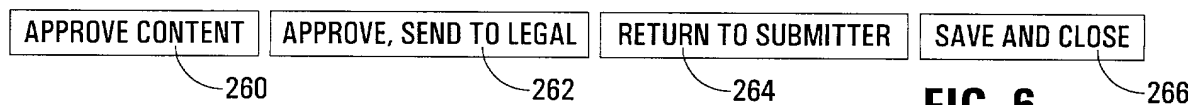


FIG. 6

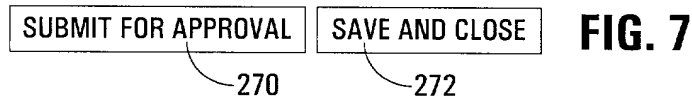


FIG. 7

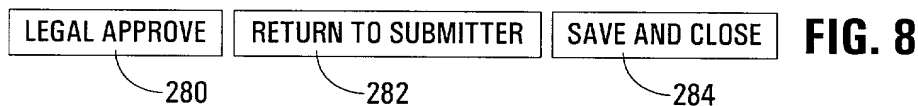


FIG. 8



FIG. 9



FIG. 10

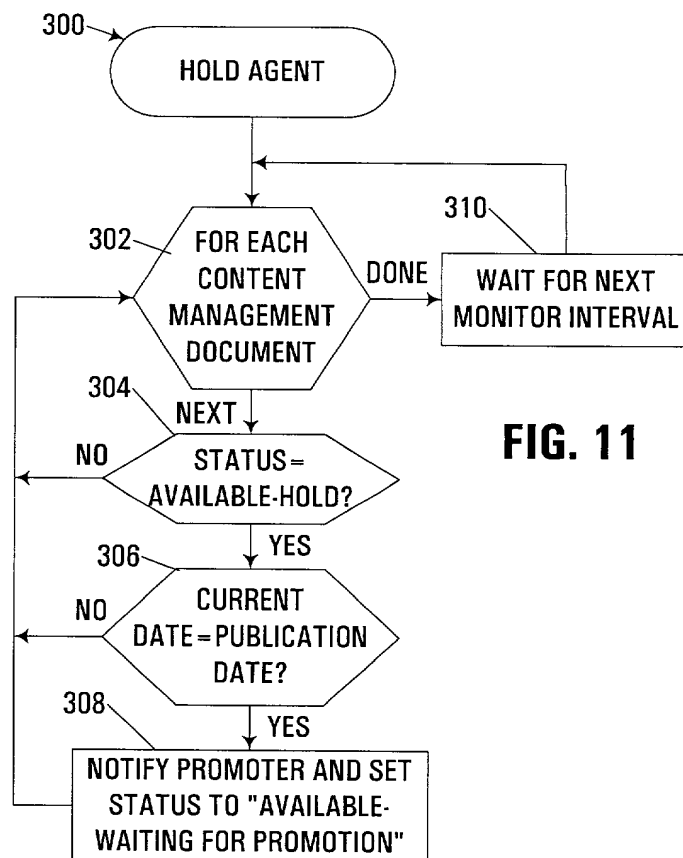


FIG. 11

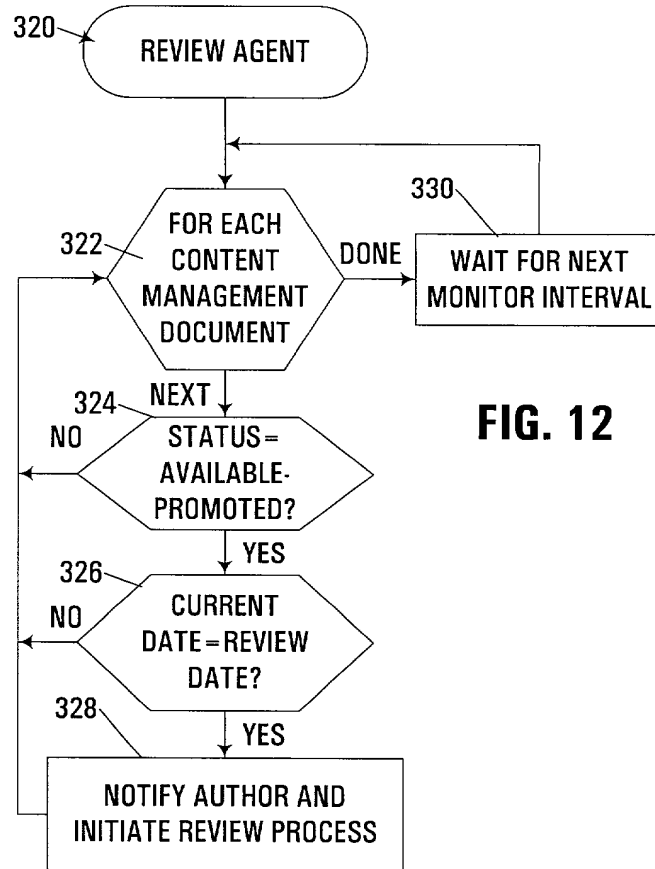


FIG. 12

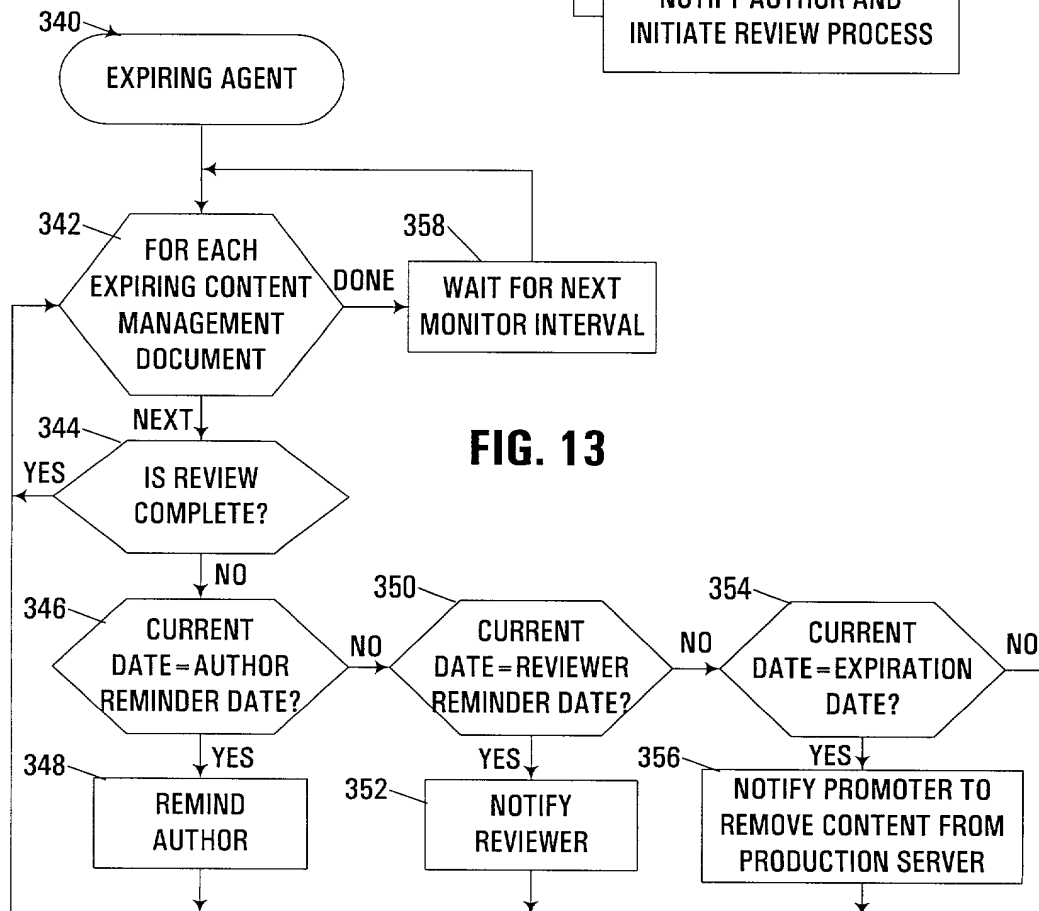


FIG. 13

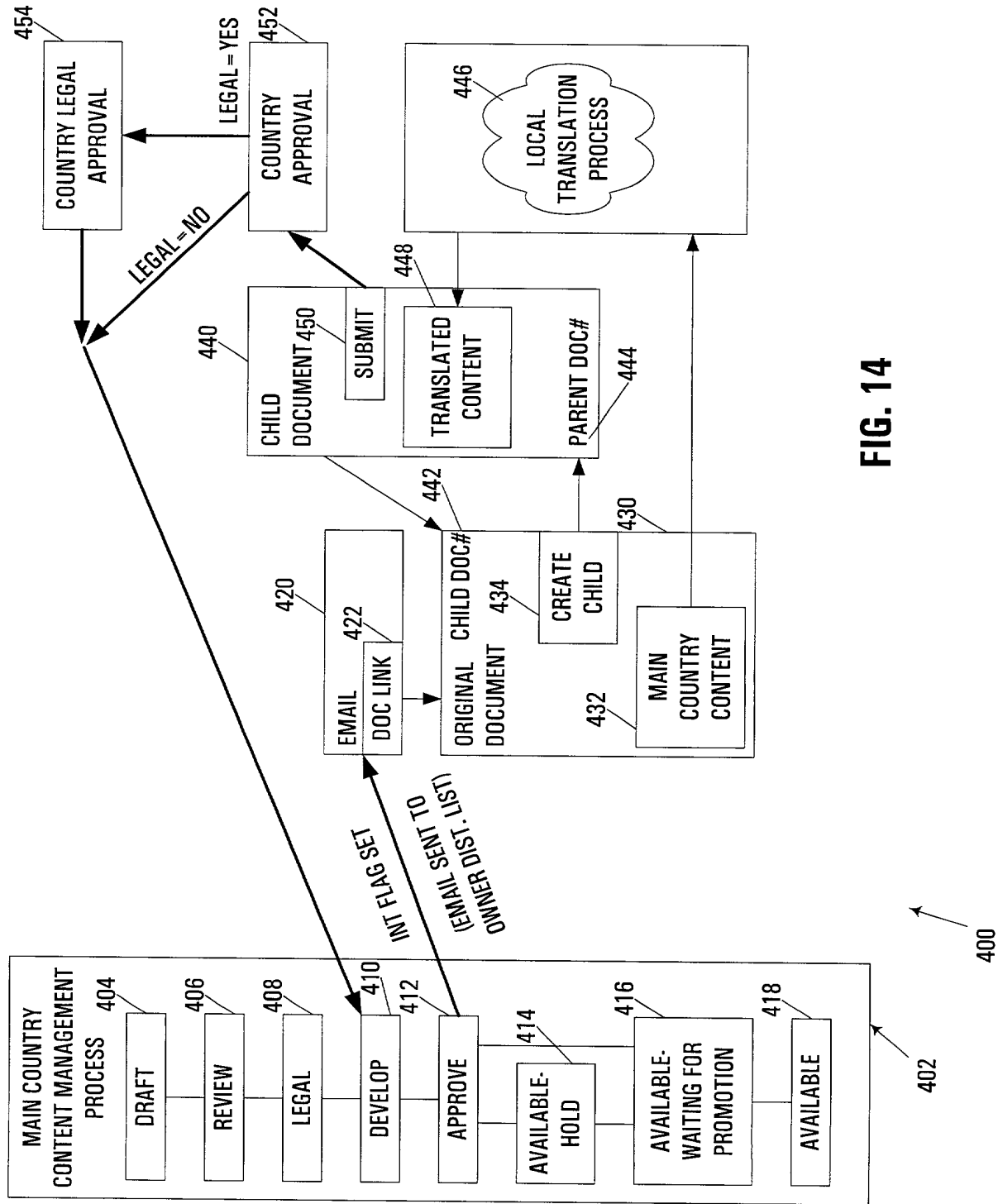


FIG. 14